

**PEARSON PLC**  
**(the "Company")**

**Notification of Directors' Interests**

Below are details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP"), on the London Stock Exchange on 7 May 2013 and notified to the Company on 8 May 2013: -

<b>Name of Director</b>	<b>No. of Shares Purchased</b>	<b>Percentage of Issued Stock</b>	<b>Price per Share</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification</b>
Robin Freestone	11,288	0.001381%	£11.729	456,964	0.0559%
John Makinson	13,725	0.001679%	£11.729	560,800	0.0686%

This notification is made in accordance with DTR 3.1.4R.